



ADDED VALUE
to the community

ANNUAL REPORT
2019 - 2020

Board of Directors

Executive Board

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Clint Cogswell
Vice-Chair

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Michelle Gilbert
At-Large

A message from the Board Chair and Executive Director



In gathering information for the FY 2019-20 annual report, our reflection started with a simple question: "what value does ConcordTV and local community media offer to our community?" We think this report provides some resounding answers!! Throughout our annual report you'll see examples of ConcordTV video production/training services that provide value to our community, especially when it was needed most.

You'll also notice that throughout FY 2019-20 ConcordTV produced an impressive amount of high-quality original video content. These videos - such as the award winning videos *Welcome to Penacook* and *Heights Community Mural* - not only helped boost local awareness of what's happening in our city, those memories will also be archived and preserved for generations to come.

As always, our board and staff strongly believe in the value of local community media. This year demonstrated that our mission is more important than ever before. We greatly appreciate the support from our community partners and look forward to helping Concord emerge from the other side of the COVID-19 pandemic. Thank you again for your support of ConcordTV!

Sincerely,

David Murdo
ConcordTV Board Chair

Josh Hardy
ConcordTV Executive Director

ConcordTV Staff

Josh Hardy
Executive Director

Matt Arseneault
Production/
Programming Assistant

Joe Chateaufneuf
Staff Producer

Steve Cloutier
Staff Producer

Emmett Collins
Media Assistant

Michael O'Meara
Administrative
& IT Director

Jim Webber
Marketing &
Administrative Assistant

Mission Statement

To provide residents, city government and educational and nonprofit organizations of Concord, New Hampshire and such surrounding towns that may elect to participate, with the opportunity, facilities and access to cable television for the purpose of producing and cablecasting public interest, cultural education and government programs over the local cable television channels.

Added Value



ConcordTV is more than a three-channel TV station, it's an active community resource that not only provides programming from city government and the school district, it provides a media outlet for local citizens and local nonprofits to tell their stories and reach out to broader markets at no cost to them or local taxpayers. Funded by cable franchise fees (through the city) and donations from businesses and underwriters, the programming ConcordTV broadcasts on TV, on demand, livestreamed or on social media is **added value to the community**. Please note the estimated values under the many programs posted in this annual report.



ConcordTV Podcast Studio

ConcordTV continued to offer its state-of-the-art podcast studio to a variety of producers this past year. The recording space is ideal for those who want to produce online media content but don't necessarily want to be on-camera. The following producers utilized the podcast studio in the past year.

2019 -2020 FY Major Podcast Series

- Talk Concord (produced by City of Concord)
- NH Unscripted
- Franco-American Centre
- Title Chasers
- A Minute with Relay for Life



CONCORD COMMUNITY TV STATEMENT OF ACTIVITIES

For the Year Ended June 30, 2020

(With summarized financial information for the year ended June 30, 2019)

	2020	2019
REVENUE AND SUPPORT		
Franchise fee	\$ 261,300	\$ 284,037
Service fees	3,518	5,251
Grants	73,704	65,352
Contributions	6,788	39,589
Events	3,266	16,372
Sponsorships	1,579	2,243
Miscellaneous income	2,994	388
Interest income	735	2,103
Gain on sale of equipment	275	1,452
In-kind space	44,200	44,200
Total revenue and support	<u>398,359</u>	<u>460,987</u>
EXPENSES		
Program services	290,326	315,932
Management and general	85,472	97,503
Fundraising	17,145	20,026
Total expenses	<u>392,943</u>	<u>433,461</u>
INCREASE IN NET ASSETS	5,416	27,526
NET ASSETS - BEGINNING OF YEAR	<u>517,738</u>	<u>490,212</u>
NET ASSETS - END OF YEAR	<u>\$ 523,154</u>	<u>\$ 517,738</u>

July & August 2019



Hop on abandoned railroad tracks to experience Concord with the new **Scenic Railriders**. This new attraction stretches six miles down the Merrimack river. *Estimated added value to the community \$1,200.*



National Night Out, sponsored by the **Concord Police Department** with the participation of City departments, brings an evening of community spirit to Rollins Park. *Estimated added value to the community \$1,200.*



Intown Concord hosted July's **Camp Intown** on the State House plaza with old fashioned field day games for all ages. *Estimated added value to the community \$1,200.*

Project FIRST

Concord Fire Department



Jeffrey Stewart of CFD explains how **Project FIRST** addresses opioid misuse and overdose issue response in the community. *Estimated added value to the community \$1,000.*

FOURTH OF JULY



July 4 Independence Day celebration at Memorial Field with Nevers 2nd Regiment Band and fireworks display, hosted by **Concord Parks & Rec Department** - what a blast! *Estimated added value to the community \$1,200.*

September 2019



Wings and Wheels event at Concord Municipal Airport, cosponsored by the City of Concord, Parks and Recreation and GSAMA (Granite State Airport Management Association) took place September 22nd.

Estimated added value to the community \$1,000.



Will Stewart addresses the guests at **Insider's Guide to Greater Concord**, for Stay Work Play and CYPN (Concord Young Professionals Network.)

Estimated added value to the community \$1,000.



Municipal Election - September 2019. Local elections and polling locations provide fascinating community coverage for ConcordTV. *Estimated added value to the community \$1,000.*



The City of Concord joined AARP NH for **Unveil the Trail** event. A ribbon cutting was held before the group headed out on the trails for a 2-mile walk. *Estimated added value to the community \$1,000.*



On September 10th, **Broken Ground School** students, faculty, and parent volunteers helped pull weeds, plant bulbs, and spread mulch. It's a great way for students to be involved in cleaning up and keeping their school in great condition! *Estimated added value to the community \$1,000.*



ConcordTV Youth Video Camps held the fourth annual **Youth Film Festival** at Red River Theatres for a sold out Saturday morning crowd of young filmmakers, parents and friends. Highlights of 25 videos made by campers 9 to 14 were shown on the big screen. Awards and certificates were presented. Audience favorite film: "Steps to Glory"



October & November 2019



Intown Concord
**HALLOWEEN
HOWL**



CASL (The Capital Area Student Leadership Program) ConcordTV made a presentation to CASL as the student leaders learned about many community organizations in the area.



Members of the Concord community gathered at Arnie's Place on the Heights to paint a **community mural**. Facilitated by Creative Concord and muralist Karen Kelly, with a grant from NH Charitable Foundation. *Estimated added value to the community \$1,000.*



ConcordTV visited the **Kimball Jenkins School of Art** during their ART + LIFE event celebrating "Where Art and History Meet." Outreach and development director Althea Barton narrates. *Estimated added value to the community \$1,000.*



**ROTARY
TODAY**

Rotary Club of Concord begins a new series, **Rotary Today**. The president Warren Emley appears in the debut episode with member Doris Ballard. *Estimated added value to the community \$1,000.*



Burundi dummies are one highlight of the **Multicultural Festival** energy on the State House plaza in September. A celebration of all cultures, with entertainment by local performers. *Estimated added value to the community \$1,000.*



ELECTION NIGHT

Election Night. Charles Russell, Roger Brooks host as director Joe Chateaufneuf prepares coverage of 2019 local elections at ConcordTV. *Estimated added value to the community \$1,000.*



**FIRE
TRAINING
FACILITY**

The **Concord NH Fire Department** held a ribbon cutting ceremony and open house at their new fire training facility, located on Old Turnpike Rd. *Estimated added value to the community \$1,000.*



Students of Concord's **Broken Ground School** (Grades 3-5) take a field trip to Manchester's Currier Art Museum in October with the cameras of ConcordTV along to capture the day. *Estimated added value to the community \$1,000.*



Greater Concord Chamber of Commerce celebrates its 100th year at its Annual Meeting. Amongst the highlights of the evening is the presentation of the 2019 Citizen of the Year Award to Claudia Walker. *Estimated added value to the community \$1,000.*

December 2019 & January 2020



MIDNIGHT MERRIMENT



A look behind-the-scenes before the **Boys & Girls Club Auction**, an event aired live for ten hours on ConcordTV and streamed on the club's website. This successful event draws hundreds of viewers. *Estimated added value to the community \$1,000.*

CYPN, Concord Young Professionals Network kick back at Concord Craft Brewing and at Lithermans Limited. Host Connor Spenn and members discuss favorite local spots. *Estimated added value \$1,000.*

Intown Concord Winter Fest brings folks out for music, ice carving, smores, fun and warm smiles on a cold January weekend. *Estimated added value to the community, \$1,200.*



Leadership Greater Concord tours in on media day, as future new leaders in government, business and nonprofit work learn the ropes of engaging with their community. *Estimated added value to the community \$1,000.*



HOLIDAY GREETINGS ON LOCATION

ConcordTV records video greeting cards for local nonprofits (some on location!). Bryanna Marceau (left) represents Greater Concord Chamber of Commerce and Concord Public Library staff sings (right). Greetings also recorded for Concord Rotary, Aids Quilt Names Project, Concord Regional Food Project, American Legion, Canterbury Shaker Village, Community Concerts Assn. *Estimated added value to the community \$12,000.*

BY THE NUMBERS

Grand Total Estimated
Production Value to the Community:

\$200,000

Estimated Value in staff training to
youth, individuals, organizations:

\$75,000

Grand Total Estimated Value in
Production Creation and Training:

\$275,000

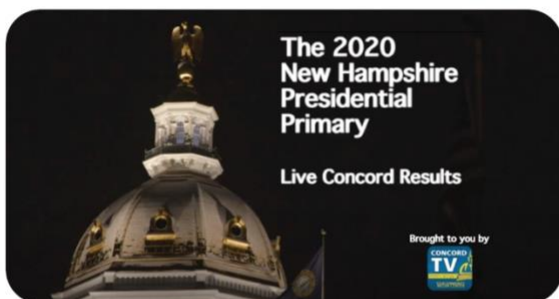


Rabbi Levi Krinsky of Chabad Center for Jewish Living lights the **Menorah** on the state house plaza, signaling the start of Chanukah, Festival of Lights. *Estimated added value \$1,000.*



Greater Concord Chamber of Commerce presents the annual Economic Forecast Luncheon with speaker John Fuhrer of Federal Reserve Bank of Boston. *Estimated added value \$1,000.*

February 2020



2020 Presidential Primary Results were streamed live to viewers on YouTube and Facebook. Hosts Charles Russell and Dr. Roger Brooks discuss election returns (below). *Estimated added value to the community \$2,500.*



Understanding Property Assessments and Taxation presented valuable homeowner information. Director of Real Estate Assessments, Kathy Temchack hosts the program. *Estimated added value to the community \$1,000.*



City of Concord and Central NH Regional Planning Commission host the **Concord Trail Master Plan Public Forum** for the community to weigh in on the future development of this valuable resource. *Estimated added value to the community \$1,000.*



Consultant Lee Einsweiler of Code Studio assists with an introduction to the Phase 1 draft of the **Concord NEXT Zoning Code Update**, held February 18, 2020 at Penacook Elementary School. *Estimated added value to the community \$1,000.*



City staff, Friends of **White Park** and the Recreation and Parks Advisory Committee held a public meeting to review and discuss the draft design for the upgraded playground. *Estimated added value to the community \$1,000.*



Celebrating the 30 year mark of **Coach Dunc Walsh's** career with CHS Varsity Boys Hockey with memorable video highlights through the years from 1990 to the present. (left) *Estimated added value to the community \$1,000.* Concord High School vs. Pinkerton Academy, 1/29/2019 (right)

March 2020

A Change of Plans



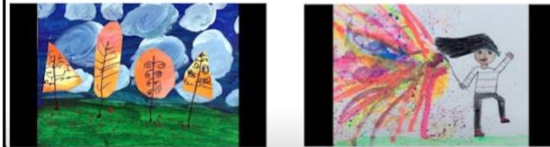
At the end of February 2020, ConcordTV was in full production mode, creating public access programming, city and school district content in the studio and on location. The station was gearing up for our fifth weekend-long fundraiser in April. City and state government responded to the COVID 19 crisis with stay-at-home order issued March 13th, and ConcordTV closed the studio to volunteers and local program producers.

The station redoubled efforts to serving the City of Concord, providing technical guidance to City Hall and creating new programs to connect the school district with parents and students. Local producers were supported in producing online content and ConcordTV's programming continued to connect local nonprofits, businesses and health organizations with the community during the weeks of quarantine which followed.



ConcordTV Positivity Project - viewers shared photos and video examples of keeping active and upbeat in this challenging time. *Estimated added value to the community \$1,000.*

Youth Art Month Exhibition



Concord School District's **Annual Art Show** goes virtual with interviews with teachers and more than 200 student art works in this video. *Estimated added value to the community \$1,000.*



ConcordTV assisted CHS in assembling a series of videos about remote learning for **ELL English Language Learners** in twelve languages. *Estimated added value to the community \$1,000.*



In Depth:

School & Community

In search of the perfect medium to reach out to parents and students during the health crisis, the interim Superintendent of Schools, **Dr. Frank Bass** came to ConcordTV to create a series of up-to-the-minute informational programs.

Included were: Remote Learning, Senior Perspectives, Facilities and Technology, NH State Education, Commissioner Edelblut, Community Perspectives, Tech Support for Remote Learning, COVID-19 Update, Administration Update and Concord Students Give Back to the Community...and more!

Estimated added value to the community \$9,500.



**April &
May 2020**



MaskUpNH and **Rotary Club of Concord** hit the road, distributing free masks to anyone who wants one to slow the spread of Covid-19. *Estimated added value to the community \$1,000.*



Principal's Message

CHS principal Reardon provides guidance for a semester of virtual classes in a special message. *Estimated added value \$1,000.*



City of Concord's phased approach to reopen facilities during the COVID-19 pandemic with guidelines in place for the health and safety of staff and the public. This video details how to access City Hall and Code Administration. *Estimated added value to the community \$1,000.*



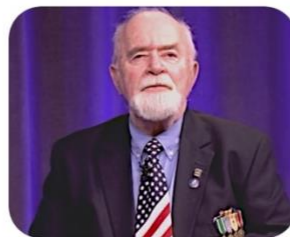
Cemetery Administrator Jill McDaniel-Huckins takes us on a **Historic Tour of Old North Cemetery** to learn more about the people buried there. *Estimated added value to the community \$2,500.*



Rundlett Middle School staff and parents send their 8th graders off with a celebratory drive-through at the school. *Estimated added value \$1,000.*



Concord High School music students offer a **Virtual Cabaret Night** of 21 performances at the end of their spring semester of distance learning. *Estimated added value to the community \$1,000.*



IN MEMORIUM

Bob Stevens, the host of Veterans Forum, travelled the state to put veterans' personal stories on the air. We will miss him dearly..



Community Conversations

One of ConcordTV's flagship programs found new opportunities in the early months of the 2020 pandemic and, thanks to technology, continued keeping viewers in touch with the community.

Programs included Downtown Impact, Greater Concord Chamber of Commerce, Intown Concord, Red River Theatres, NH Preservation Alliance, Parker Education, Concord Family YMCA & more. *Estimated added value \$12,000.*

June 2020



The 5th Graders of **Abbot-Dowing School** are all saluted in this video tribute prepared for their graduation at the end of difficult school year. *Estimated added value to the community \$1,000.*



Collaboration between departments solved the myriad of technical issues making **Concord High School Graduation** live stream possible. *Estimated added value to the community \$10,000.*



Concord Regional Technical Center - CRTC Comp Day was a seven hour event streamed live on YouTube to honor hard working graduates. *Estimated added value to the community \$5,000.*



NH Center for Nonprofits brought over 400 organizations together for a 24 hour fundraiser for nonprofits. ConcordTV enjoyed participating, receiving donations from 24 online donors.



Concord Fire Department held their 2019 Awards and Recognition Ceremony outdoors in June 2020 to honor service in the past year. We congratulate the winners. *Estimated added value \$2,000.*



Visiting Main Street with Intown Concord as the reopening began showed us the issues retailers were facing during this time. *Estimated added value to the community \$1,000.*

YouTube ConcordNHTV

Top Performing Videos Added in the Fiscal Year

Concord High School Graduation Ceremony 2020	5184
Tulsi Gabbard Visits Concord High School	2387
CHS Faculty and Staff Message to Students	1843
Scenic Railriders	1727
CHS Virtual Cabaret	1218
CRTC Graduation Ceremony 2020	1115
CHS Underclass Awards Ceremony	1010
CHS Senior Awards Ceremony	830
CHS Graduation 2020 Procedures	662
Concord High School NH Scholar's Night Ceremony	553

Top City Videos

National Night Out 2019	537
2019 Wings and Wheels Event	483
Doing Business with City Hall and Code Office	356
2019 Fire Department Awards Ceremony	303
Fire Training Ribbon Cutting Ceremony	270

Top Videos Watch Time

Concord High School Graduation Ceremony 2020	1269.8
Tulsi Gabbard Visits Concord High School	469.5
Boys and Girls Club Auction 2019	203.9
CRTC Graduation Ceremony 2020	198
CHS Underclass Awards Ceremony	186.5

June 23, 2020

ConcordTV discovered an innovative way to honor and highlight the creative volunteers and civic partners who contributed to community media during the past fiscal year. Combining brief online interviews with award announcements, the event was prerecorded and released to a much wider audience than would ordinarily have been able to attend. We congratulate all the winners!

Appreciation Awards

Tyson Award • Doris Ballard
 Hickey Production Award • Dave McDonald
 Hemingway Education Award • Dr. Frank Bass
 Rudolph Technical Award • Clint Klose
 Lanier Producer Support Award • Karen Ulmer-Dorsch AARP NH
 Government Partnership • Robin Wirbal
 Community Partnership • Intown Concord Dawn Triconi
 Murdo Production Excellence • Concord Food Co-op
 Youth Volunteer Service • Matt Schultz
 Russell Volunteer of the Year • Connor Parzick
 Gene Connolly Multimedia Scholarships:
 Megan Lorenze • Peri Ayan



Your City Connection

Channel 6 - Education Channel 17 - Government

The restrictions of the pandemic served as an opportunity for ConcordTV to redouble commitment to connecting city government with the community. Online city council, planning and zoning meetings were streamed live and rebroadcast and made available on demand. Public information regarding access to General Services, Code Administration and Police was aired 24/7. Concord School District school board meetings streamed live to keep parents and the public directly in touch with changing policies. Throughout the COVID 19 crisis, ConcordTV continues to update the community regarding Parks & Recreation, and Concord Public Library information as well.

